

# **Researching the research: helping the BPA to understand more about the UK parking profession**

## **Project Brief**



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## 1) Introduction

The British Parking Association (BPA) is the largest professional association in Europe representing organisations in the parking and traffic management industry. These organisations are many and varied, and include manufacturers, car park operators, local authorities, health authorities, airports, railways, shopping centres, theme parks, consultants. Currently we have over 700 members including local authorities, private operators, bailiffs, consultants, hospitals, universities and equipment manufacturers.

As the recognised authority within the parking profession, the BPA represents, promotes and influences the best interests of the parking and traffic management sectors throughout the UK and Europe. As well as this work, the BPA provides its members with a range of benefits all aimed at helping the professional in their day to day work.

The Association prides itself on the information and advice it produces for its members and other stakeholders; however, there is currently little research being carried out on the parking profession as a whole. Undertaking such research would provide the BPA with a way to further grow its membership and underpin its strategy and government lobbying, providing its members with benchmarking and future trends, and its stakeholders with an accurate picture of the profession.

## 2) Background

Research is an important area of work for the BPA, enabling the Association to identify key issues and lobby effectively for the interests of its members and the profession as a whole. It also ensures that we are equipped with the knowledge to answer any questions that government, media, the public and our members might ask of us, which concern or relate directly to the parking profession.

There is currently a growing interest in academic research on parking-related subjects; several UK institutions are carrying out such work and similar studies are taking place in the Netherlands, Spain and the USA. Research has also been produced by other organisations in the UK and overseas including the RAC Foundation, Association of Town & City Management (ATCM), European Parking Association (EPA) and International Parking Institute (IPI).

In October 2011, the BPA commissioned Skyblue to carry out a programme of research to address a number of key questions we had posed about the size and make-up of the UK's parking profession. These ranged from top-level estimates of turnover, workforce numbers and parking space numbers, to a more detailed understanding of the occupancy and turnover of parking spaces and collection rates for Penalty Charge Notices (PCNs).

In April 2013, the BPA published a report following completion of the research entitled '[The size and shape of the UK parking profession](#)'. While this project was useful in finding answers to some of the questions we had posed and helping us understand the size and shape of the UK parking profession, it was accepted that further research is needed.

### **3) Purpose and aims**

The aim of this project is to identify parking data and research that currently already exists across the UK. We would like to build on the research already conducted by Skyblue and are therefore seeking to collaborate with an individual or individuals to 'research the parking research'.

We would like to identify studies carried out by other organisations in the UK, with analysis to see if these are of interest. In addition, it is important that we are able to identify academic institutions that carry out research on parking and subjects relating to parking, and develop closer ties with these institutions. As an outcome of this project, we hope to be able to communicate any findings to our members and create an annual programme of research, whereby all future commissioned projects will be informed by a gap analysis of research that has been identified in this project.

### **4) Strategy and Process**

To deliver this project, we anticipate that the appointed person will need to make contact with institutions and organisations that carry out [parking-related research](#), including universities, local authority parking and traffic departments, governmental departments with a remit for parking and traffic management (DVLA, DfT, DCLG, Transport Scotland etc), and other motoring groups, with the ultimate aim to build a bibliography of such research. The BPA was established more than 40 years ago and has built up a membership of over 700 organisations and a vast network of contacts throughout the parking profession. The individual will be given access to this data to assist with the project. BPA data sharing policies will apply.

The BPA's Public Affairs and Research Coordinator will oversee and coordinate the project and will provide guidance and support to the individual throughout the project. On occasion, other BPA employees will also contribute to the project and regular meetings will be scheduled and held during the course of the project to update and report on progress.

### **5) Who we are looking for**

We are seeking an individual with the time and resourcefulness to deliver the project with support and guidance from the BPA. Ideally, we are seeking a university undergraduate, postgraduate or recent graduate with library and information studies or archiving experience, who is seeking work experience or wishes to extend the practical application of their learning and enhance their CV. The final report or method statement will be eligible for entry into the [Ernest Davies Award for Advancing Parking Knowledge](#).

### **6) Funding**

We anticipate that funding will be required to compensate for the individual's time, travel and subsistence during the course of the project and funding will be made available via the BPA's John Heasman Bursary.

In 2005, the BPA established the [John Heasman Bursary](#) to encourage academic research and promote professionalism in parking. The value of the bursary is £10,000 per budget year and funding is granted to applications where projects are considered to benefit and provide value to the parking profession. In addition, we award a prize to the best submitted research paper and present the award at our annual Members' Dinner. So far, in 2014, we have awarded funding to postgraduate students, Sarah Brooke and Chao Qi, and continue to promote the bursary as a way of connecting with students and collaborating on academic research.

## 7) **Timescales**

Applications will be reviewed by the BPA's Public Affairs Board who will review and discuss submissions before agreeing funding for the successful applicant.

Potential candidates will be invited to attend an informal discussion with the BPA to discuss their plans and finalise a strategy for delivering the brief.

Regular status reports would be required but we anticipate that the work will be conducted over the winter of 2014 and spring of 2015 with a final report and presentation at Parkex, the parking profession's annual trade show, in April 2015.

## 8) **Submitting your proposal**

Responses to this project brief should be made in writing and submitted electronically.

The individual should prepare a statement explaining why they feel they are ideally suited to the project and their reasons for wishing to assist the BPA in such work. A brief outline of how they envisage being able to achieve the brief as outlined above should also be included, as well as an indication of the time they anticipate it will take to deliver the project and the support they would require from the BPA.

Applicants should submit their proposal by **10am on Monday 3<sup>rd</sup> November 2014** by emailing a copy to **Carrie Drage, Public Affairs and Research Coordinator** at [carrie.d@britishparking.co.uk](mailto:carrie.d@britishparking.co.uk). A response will be sent to confirm receipt.

Once proposals have been considered, the successful applicants will be notified by email. Unsuccessful applicants will be notified by email thereafter.

## 9) **Research Appendices**

As a useful starting point, you will find below a list of some of the existing research relating to parking and traffic management, as well as organisations that may be able to assist with the project. Please note this list is by no means exhaustive and we anticipate that there are many other organisations and areas of research to uncover.

## **Appendix A – BPA Research**

### **The Size and Shape of Parking in Higher & Further Education Facilities – Annually from 2012**

This benchmarking exercise started in 2012 with the launch of the BPA's Higher and Further Education Parking Survey. 52 higher and further education establishments, representing around 34% of all those in the UK, took part in the research, conducted with a series of questions asked via an online survey.

At the start of 2013, the BPA's Policy and Public Affairs team worked with Valued Research to analyse the data and produce the first annual report, which provides an overview of the data collected, together with some of the key findings grouped into specific areas. The process was repeated in 2013.

### **[The size and shape of the UK's parking profession](#) - April 2013**

Research carried out by the BPA reveals that the primary driver of demand for car parking is the extent of car ownership and destination parking, more specifically commuter parking, but also for shopping, leisure and related activities.

### **[Re-think! Parking on the high street](#) - January 2013**

This report into car parking in town centres and high streets shows no conclusive evidence that parking tariffs are influencing decline in locations across the UK.

Produced by the Association of Town & City Management (ATCM), the British Parking Association (BPA), Springboard Research Ltd and Parking Data & Research International (PDRI).

### **[Structural Safety and Maintenance of Car Parks in the UK](#) - July 2012**

This report was prepared in response to a request from Parliamentary Under Secretary of State for the Department of Transport, Norman Baker, for the BPA to provide evidence of defective car parks in the UK.

### **[Workforce survey update](#) – 2011**

2011 saw the delivery of the UK Parking Sector Skills Strategy, following its launch in 2007. This had the purpose of raising industry standards across the sector by improving the quality of training and development and increasing opportunities for skills advancement.

The BPA commissioned PyeTait Consulting to carry out research with employers and stakeholders in the parking industry, to help identify the impact of the UKPSSS to date, and to bring up to date data on the size and structure of the workforce.

## **Appendix B – Other stakeholder research**

### **[Taking Possession: Councils' use of bailiffs for local debt collection](#) - Local Government Ombudsman, December 2012**

The Local Government Ombudsman published a report on Councils' use of bailiffs for debt collection. The report, based on analysis of complaints made to the ombudsman, acknowledges how bailiffs are a vital part of council debt collection and what improvements can be made to ensure debt recovery action is reasonable, legal and proportionate.

### **[The Relevance of Parking in the Success of Urban Centres](#) – London Councils, November 2012**

This review was commissioned by London Councils to determine the relevance of parking to the success of urban centres. It addressed research questions relating to the correlation between the amount of free/cheap parking and commercial activity (if any), how people travel to town centres and what they spend. It also looked at how town centres can attract more visitors, and considered questions relating to the night-time economy.

### **[Report on the level of provision for disabled customers in city centre car parks in England, Scotland and Wales](#) - Disabled Motoring UK, October 2012**

DMUK carried out a survey of 20 city centre car parks from across England, Scotland and Wales to discover how accessible the UK's car parks are for disabled people. This report reveals the numerous access challenges faced by disabled car park users.

### **[Keep the Nation Moving: Facts on Parking](#) - RAC Foundation, October 2012**

This fact sheet, put together by RAC Foundation, gives an overview of statistics on the parking industry. It also covers parking on public land, penalty charge notices, parking on private land, clamping, parking supply and the cost of parking.

### **[Spaced Out](#) – RAC Foundation, July 2012**

The report looks mainly at local authority parking. It illustrates how little information has been collected about the quantity of parking available, whilst acknowledging the limit of local authorities' resources to carry out large-scale audits in their areas. Interestingly, the report argues that parking charges in some areas may actually be too low to allow authorities to afford the tools to enable better compliance.

## Appendix C – Other sources of data

- BPA surveys in response to outside issues – these are numerous and varied and include member surveys and consultation responses
- Local authority benchmarking exercises
- Global Parking Association Leaders and Summit – conducted research into Emerging Trends in Parking in 2013
- European Parking Association – conducting research into Blue Badge use in 2014
- Government departments - [www.statistics.gov.uk/](http://www.statistics.gov.uk/) carries information on UK statistics
- [www.Data.gov.uk](http://www.Data.gov.uk) - provides datasets and reports covering a wide range of data including parking
- [www.parkmark.co.uk](http://www.parkmark.co.uk) – carries data for all car parks awarded with the Park Mark
- Other professional associations e.g. Institute of Highways Engineers, The Chartered Institution of Highways & Transportation (CIHT)
- Other motoring organisations e.g. RAC Foundation, AA, Institute of Advanced Motorists, Disabled Motoring UK
- Commercial organisations e.g. NCP, NSL
- Research companies e.g. TRL, e-mpirical

## Appendix D – Academic research

The BPA has links with UK universities through its Higher and Further Education Special Interest Group as well as access to a number of research papers and reports submitted by applicants and recipients of bursary funding.

In 2014, the latest volume of Transport and Sustainability was published by Emerald, entitled [Parking Issues and Policies](#). Edited by Stephen Ison and Corinne Mulley, it contains contributions from bursary recipient Sarah Brooke, member of the Loughborough University Transport Studies Group, and Simon Dale, currently responsible for the evaluation of the Nottingham WPL package, which is being carried out as an EngD academic project in conjunction with Loughborough University.



## Appendix E – Useful contacts and resources

- European Parking Association (EPA)
- International Parking Institute (IPI)
- Department for Communities and Local Government (DCLG)
- Department for Transport (DfT)
- Department for Business, Innovation and Skills
- Parking Data and Research International (PDRI)
- The AA
- RAC Foundation
- Association of Town and City Management (ATCM)
- British Council of Shopping Centres (BCSC)
- Healthcare Facilities Consortium (HFC)
- London Councils
- Local Government Association
- Office for National Statistics
- Chartered Institute of Public Finance and Accountancy (Highways and Transportation and Planning and Development research; <http://www.cipfastats.net/cipfastats/>)
- TAS Partnership (mainly dealing with public transportation, but also carrying out park and ride surveys; at least up to 2007; <http://www.taspartnership.co.uk/content/>)
- Kithead Trust - In 2003, the BPA made arrangements for its archives to be transferred to the Kithead Trust, a charitable organisation that stores material on all forms of transport dating back to 1800, including Department for Transport material. The Trust is based near Droitwich Spa, in Worcestershire, and is open by appointment for study and research between 10am and 5pm on weekdays (not Wednesdays). The BPA archive is stored in 180 files under relevant headings. The BPA has an index of the stored materials.